

**TOURISM COMMISSION MARKETING COMMITTEE
CO-CHAIR BRAD WALKER**

**May 11, 2009 – 10:00 – 1:00 P.M.
SeaTac Conference Center – Seoul Room
Seattle Washington**

**FINAL – June 10, 2009
SUMMARY MINUTES**

Meeting attendees:

Members Present: *Chair Brad Walker*, Kim Bennett, Frank Finneran, Rick Meadows, Sandy Ward and Duane Wollmuth

Members Absent: Kris Watkins

Staff: Betsy Gabel. Cheryl Rasch

Guests: Crystal Inge, Adam Krett, and Nat Jungerberg with Green-Rubino

Call to Order / Roll Call / Approval of 5-11-09 Agenda

1. Brad Walker, Chair of the Tourism Commission marketing committee, called the meeting to order at 10:17AM.
2. Roll Call
A roll call of the Tourism Commission marketing committee was taken, and the presence of a quorum was established. See above for members that were present or absent.
3. Approval of 5/11/09 Agenda
ACTION: Duane Wollmuth moved that “the meeting agenda be approved with no changes.” The motion was seconded by Brad Walker . **MOTION PASSED.**
4. Travel Planner Review and Discussion
Brad Walker asked Betsy Gabel to present the staff recommendation regarding the extension of the Travel Planner contract with Destination Media Alliance for 2010. Ms. Gabel stated that it was the staff recommendation that the Tourism Office extend the contract with Destination Media Alliance (DMA) to continue to publish the state’s Travel Planner and that, under the preliminary negotiation with DMA, the Planner would be produced and printed at no cost to the state with a revenue share of 10 to 20 percent of all sales in excess of \$500,000. She stated that staff also recommended contact with the Washington State Hotel and Lodging Association (WSH&LA) to determine opportunities for future collaborative activities.

The Tourism Commission marketing committee discussed the value of the Travel Planner as a vehicle for maintaining the tourism “brand” and also the need to acknowledge and compare the details of the WSH&LA proposal for state participation in their Visitor Guide with the details of the DMA contract extension proposal. There was also discussion concerning the rationale and value of producing a separate Lodging Guide that provides free listings for all lodging properties in the state.

ACTION: Brad Walker moved that “the Tourism staff move forward to meet with WSH&LA to explore partnership opportunities to address the issue of two statewide books, and report back to the Tourism Commission marketing committee”. The motion was seconded by Frank Finneran. **MOTION PASSED.**

A date of May 26 was set for staff to report back to the Tourism Commission marketing committee with information on the discussion with WSH&LA.

Sandy Ward requested a side-by-side comparison of the WSH&LA and the DMA statewide publication proposals for the 26th.

5. *Brand Visual Identity work Session*

Nat Jungerberg, Crystal Inge and Adam Krett with GreenRubino led the Tourism Commission marketing committee through a work session to identify more details for brand personality that will be incorporated in the brand signature and visual identity under development by GreenRubino.

The brand platform “True Northwest” was reviewed and acknowledged as the brand foundation that had previously been approved by the Tourism Commission. Duane Wollmuth recommended that the “True Northwest” platform include “innovation” as a personality component.

Following a review of the brand visual identity for other Western states that compete with Washington, each Tourism Commission marketing committee member was asked to select photographic images that each felt best reflected the state’s personality characteristics. Tourism Commission marketing committee members then provided an explanation for the reason they selected each image.

GreenRubino explained that the information from the Tourism Commission marketing committee, as well as ideas generated by Tourism staff at a previous work session, would be used to continue the process of brand refinement culminating in recommended options for brand signature and visual identity to be presented to the Tourism Commission marketing committee.

Per the schedule from GreenRubino, June 2nd or 3rd were the tentative dates for the agency presentation of brand signature options to the Tourism Commission marketing committee.

6. Meeting adjourned at 12:05 PM